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EUROPE MADE SIMPLE: NO. 2

Last week we discussed England, the first stop on the tour of Europe that every American college student is going to make this summer. Today we will discuss your next stop, France—or the Pearl of the Pacific, as it is generally called.

To get from England to France, one greases one's body and swims the English Channel. Similarly, to get from France to Spain, one greases one's body and slides down the Pyrenees. As you can see, the most important single item to take to Europe is a value full of grease.

No, I am wrong. The most important single item to take to Europe is a value full of Marlboro Cigarettes. Oh, what a piece of work is Marlboro! If you think flavor went out when filters came in, treat yourself to a Marlboro. The filter works perfectly, and yet you get the full, soulful, edifying taste of the choice tobaccos that precede the filter. This remarkable feat of cigarette engineering was achieved by Marlboro's research team—Fred Soffpack and Walter Fliptop—and I, for one, am grateful.

But I digress. We were speaking of France—or the Serpent of the Nile, as it is popularly termed.

First let us briefly sum up the history of France. The nation was discovered in 1492 by Madame Guillotine. There followed a series of costly wars with Schleswig-Holstein, the Cleveland Indians, and Captain Dreyfus. Stability finally came to this troubled land with the coronation of Marshal Foch, who married Lorraine Alsace and had three children: Peppy, Mopsy, and Charlemagne. This later became known as the Petit Trianon.

Marshal Foch—or the Boy Orator of the Platte, as he was affectionately called—was succeeded by Napoleon who introduced shortness to France. Until Napoleon, the French were the tallest nation in Europe. After Napoleon, most Frenchmen were able to walk comfortably under card tables. This later became known as the Hunchback of Notre Dame.

Napoleon was finally exiled to Elba where he made the famous statement, "Able was I ere I saw Elba," which reads the same whether you spell it forwards or backwards. You can also spell Marlboro backwards—Oroblrum. Do not, however, try to smoke Marlboro backwards because that undoes all the efficacy of the great Marlboro filter.

After Napoleon's death the French people fell into a great depression, known as the Louisiana Purchase. For over a century everybody sat around moping and refusing his food. This torpor was not lifted until Eiffel built his famous tower, which made everybody giggle so hard that today France is the gayest country in all Europe.

Each night the colorful natives gather at sidewalk cafes and shout "Oo-la-la" as Maurice Chevalier promenades down the Champs Elysees swinging his Malacca cane. Then, tired but happy, everyone goes to the Louvre for bowls of onion soup.

Most Frenchmen were able to walk under card tables...

The principal industry of France is cashing travelers checks.

Well sir, I guess that's all you need to know about France. Next week we'll visit the Land of the Midnight Sun—Spain.

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Next week, this week, every week, the best of the filter cigarettes is Marlboro, the best of the non-filters is Philip Morris; both available in soft pack or flip-top box.

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